

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

## PATENT APPLICATION

ATTORNEY DOCKET NO. 10013653 -1

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Dirk M. Beyer et al

Confirmation No.: 6515

Application No.: 09/853658

Examiner: Michael C. Heck

Filing Date: May 10, 2001

Group Art Unit: 3623

Title: Global Campaign Optimization With Promotion-Specific Customer Segmentation

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SEP 09 2005

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

## TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

- (X) Response/Amendment ( ) Petition to extend time to respond  
( ) New fee as calculated below ( ) Supplemental Declaration  
(X) No additional fee  
( ) Other: \_\_\_\_\_ (fee \$ \_\_\_\_\_)

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS		MINUS		= 0	X \$50	\$ 0
INDEP. CLAIMS		MINUS		= 0	X \$200	\$ 0
( ) FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$360	\$ 0
EXTENSION FEE	1ST MONTH \$120.00	2ND MONTH \$450.00	3RD MONTH \$1020.00	4TH MONTH \$1590.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

(X) I hereby certify that this paper is being transmitted  
to the Patent and Trademark Office facsimile  
number (571) 273-8300 on Sept 9, 2005  
Number of pages: 14

Typed Name: Gary McKenneySignature: By 

Philip S. Lyren

Attorney/Agent for Applicant(s)  
Reg. No. 40,709

Date: Sept 9, 2005

Rev 12/04 (Transmitted)

Telephone No.: (281) 514-8236

- Attach as First Page to Transmitted Papers -

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants:	Dirk M. Beyer, et al.	Examiner:	Michael C. Heck
Serial No.:	09/853,658	Group Art Unit:	3623
Filed:	May 10, 2001	Docket No.:	10013653-1
Title:	Global Campaign Optimization with Promotion-Specific Customer Segmentation		

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**AMENDMENT AND RESPONSE**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed on June 15, 2005, please enter the following amendments and consider the following remarks.

Amendments to the Specification begin on page 2.

Amendments to the Claims begin on page 3.

Remarks begin on page 7.

**AUTHORIZATION TO DEBIT ACCOUNT**

It is believed that no extensions of time or fees are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required (including fees for net addition of claims) are hereby authorized to be charged to Hewlett-Packard Development Company's deposit account no. 08-2025.